Form 990

Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)

2010

OMB No. 1545 0047

Open to Public

Department of the Treasury Internal Revenue Service Inspection ► The organization may have to use a copy of this return to satisfy state reporting requirements For the 2010 calendar year, or tax year beginning Feb 24 , 2010, and ending Dec 31 2010 D Employer Identification Number C Name of organization New Conservative Coalition Check if applicable 80-0554133 Address change Doing Business As Number and street (or P O box if mail is not delivered to street addr) Room/suite Telephone number Name change x 802 (202) 537-9260 4600 N. Fairfax Dr. Initial return State ZIP code + 4 City, town or country Terminated G Gross receipts \$ 357,240 Arlington VA 22203 Amended return H(a) Is this a group return for affiliates? F Name and address of principal officer Yes Application pending H(b) Are all affiliates included? No VA 22203 Kelley Rogers 4600 N. Fairfax Dr. Arlington If 'No,' attach a list (see instructions) Tax-exempt status) ◀ (insert no) 4947(a)(1) or X 527 Website: ► H(c) Group exemption number N/A Form of organization X Corporation L Year of Formation 2010 M State of legal domicile VA Association Part I Summary 1 Briefly describe the organization's mission or most significant activities Organization will serve as a political watchdog and advocate the election or defeat of any particular Governance candidate. If the organization discontinued its operations or disposed of more than 25% of its net assets Number of voting members of the governing body (Part VI, line 1a) 4 3 Number of independent voting members of the governing body (Part VI, line 1b) 5 0 Total number of individuals employed in calendar year 2010 (Part V, line 2a) 6 Total number of volunteers (estimate if necessary) 7 a 7a Total unrelated business revenue from Part VIII, column (C), line 12 b Net unrelated business taxable income from Form 990-T, line 34 7 b **Prior Year Current Year** 357,240. Contributions and grants (Part VIII, line 1h) Program service revenue (Part VIII, line 2g) 10 Investment income (Part VIII, column (A), lines 3, 4, and 7d) Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e) Total revenue – add lines 8 through 11 (must equal Part VIII, column (A), line 12) 357,240. 12 Grants and similar amounts paid (Part IX, column (A), lines 1-3) Benefits paid to or for members (Part IX, column (A), line 4)
Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10) 16a Professional fundraising fees (Part IX, column (A) line 11e) 341,055. b Total fundraising expenses (Part IX, column (D) Ine 25) •
Other expenses (Part IX, column (A), lines 11 bail d, 11f-24f) 341,055. Total expenses Add Ine 日子 左(瑜wst equal PartIX, column (A), line 25) -Subtract line 18 <u>from line</u> 12 341,055. 16,185. Revenue less expenses Beginning of Current Year End of Year 16,185. Total assets (Part X, line 16) 21 Total liabilities (Part X, line 26) Net assets or fund balances Subtract line 21 from line 20 22 16,185. Part II Signature Block der penalties of perjury, I declare that I have example to Declaration of preparer/other than officer med this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and is based on all information of which preparer has any knowledge <u>-</u>Sign Signature d Date print name and title Print/Type preparer's name Prenauer's signature Check PO 1479085 Kevin G. Robertson self employed **Z**Paid Preparer BAKER & HOSTETLER LLP Firin's name 34-0082025 **F**Use Only ► 1900 EAST 9TH STREET STE. Firms address 3200 (216)621-0200 CLEVELAND OH 44114

May the IRS discuss this return with the preparer shown above? (see instructions)

Yes

Part IV | Checklist of Required Schedules

	The Concentration regulated derivatives			
			Yes	No
1	Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? If 'Yes,' complete Schedule A	_1		х
2	Is the organization required to complete Schedule B, Schedule of Contributors? (see instructions)	2		x
3	Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? If 'Yes,' complete Schedule C, Part I	3	х	
4	Section 501(c)(3) organizations Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? If 'Yes,' complete Schedule C, Part II	4		
5	Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? If 'Yes,' complete Schedule C, Part III	5		
6	Did the organization maintain any donor advised funds or any similar funds or accounts where donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? If 'Yes,' complete Schedule D, Part I	6		х_
7	Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas or historic structures? If 'Yes,' complete Schedule D, Part II	7		х
8	Did the organization maintain collections of works of art, historical treasures, or other similar assets? If 'Yes,' complete Schedule D, Part III	8		х
9	Did the organization report an amount in Part X, line 21, serve as a custodian for amounts not listed in Part X, or provide credit counseling, debt management, credit repair, or debt negotiation services? If 'Yes,' complete Schedule D, Part IV	9		<u>x</u> _
10	Did the organization, directly or through a related organization, hold assets in term, permanent, or quasi-endowments? If Yes , Yes	10		х_
11	If the organization's answer to any of the following questions is 'Yes', then complete Schedule D, Parts VI, VIII, IX, or X as applicable	— Paren		
;	a Did the organization report an amount for land, buildings and equipment in Part X, line 10? If 'Yes,' complete Schedule D, Part VI	11 a		х
١	b Did the organization report an amount for investments— other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? If 'Yes,' complete Schedule D, Part VII	11 b		x
•	c Did the organization report an amount for investments— program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? If 'Yes,' complete Schedule D, Part VIII	11 c		x
•	d Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? If 'Yes,' complete Schedule D, Part IX	11 d		х
	e Did the organization report an amount for other liabilities in Part X, line 25? If 'Yes,' complete Schedule D, Part X	11 e		x
	f Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? If 'Yes,' complete Schedule D, Part X	11 f		х
12 :	a Did the organization obtain separate, independent audited financial statements for the tax year? If 'Yes,' complete Schedule D, Parts XI, XII, and XIII	12a		_x_
	b Was the organization included in consolidated, independent audited financial statements for the tax year? If 'Yes,' and if the organization answered 'No' to line 12a, then completing Schedule D, Parts XI, XII, and XIII is optional	12b		х
	Is the organization a school described in section 170(b)(1)(A)(ii)? If 'Yes,' complete Schedule E	13		Х
	a Did the organization maintain an office, employees, or agents outside of the United States?	14a		X
	b Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, and program service activities outside the United States? If 'Yes,' complete Schedule F, Parts I and IV	14b		х
	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or assistance to any organization or entity located outside the United States? If 'Yes,' complete Schedule F, Parts II and IV	15		х
	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or assistance to individuals located outside the United States? If 'Yes,' complete Schedule F, Parts III and IV	16		х
17	Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? If 'Yes,' complete Schedule G, Part I (see instructions)	17	х	
	Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? If 'Yes,' complete Schedule G, Part II	18		х
19	Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? If 'Yes,' complete Schedule G, Part III	19		х
20	aDid the organization operate one or more hospitals? If 'Yes,' complete Schedule H	20		X
ا	b If 'Yes' to line 20a, did the organization attach its audited financial statements to this return? Note. Some Form 990 filers that operate one or more hospitals must attach audited financial statements (see instructions)	20 b		

Form 990 (2010) New Conservative Coalition

Part IV Checklist of Required Schedules (continued)

			Yes	No
21	Did the organization report more than \$5,000 of grants and other assistance to governments and organizations in the United States on Part IX, column (A), line 1? If 'Yes,' complete Schedule I, Parts I and II	21		х
22	Did the organization report more than \$5,000 of grants and other assistance to individuals in the United States on Part IX, column (A), line 2? If 'Yes,' complete Schedule I, Parts I and III	22		x
23	Did the organization answer 'Yes' to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? If 'Yes,' complete Schedule J	23		_x_
24 a	Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, and that was issued after December 31, 2002? If 'Yes,' answer lines 24b through 24d and complete Schedule K If 'No,'go to line 25	24a		_x_
b	Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?	24b		
	: Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?	24c		
d	Did the organization act as an 'on behalf of' issuer for bonds outstanding at any time during the year?	24d		
25 a	Section 501(c)(3) and 501(c)(4) organizations. Did the organization engage in an excess benefit transaction with a disqualified person during the year? If 'Yes,' complete Schedule L, Part I	25a		
t	Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? If 'Yes,' complete Schedule L, Part I	25b		
26	Was a loan to or by a current or former officer, director, trustee, key employee, highly compensated employee, or disqualified person outstanding as of the end of the organization's tax year? If 'Yes,' complete Schedule L, Part II	26		x
27	Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor, or a grant selection committee member, or to a person related to such an individual? If 'Yes,' complete Schedule L, Part III	27		x
28	Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions)	F010710 BAN.		}
а	A current or former officer, director, trustee, or key employee? If 'Yes,' complete Schedule L, Part IV	28a		X
b	A family member of a current or former officer, director, trustee, or key employee? If 'Yes,' complete Schedule L, Part IV	28b		x
	An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? If 'Yes,' complete Schedule L, Part IV	28c		<u>x</u>
29	Did the organization receive more than \$25,000 in non-cash contributions? If 'Yes,' complete Schedule M	29		X
30	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? If 'Yes,' complete Schedule M	30		x
31	Did the organization liquidate, terminate, or dissolve and cease operations? If 'Yes,' complete Schedule N, Part I	31		X
32	Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If 'Yes,' complete Schedule N, Part II	32		х
33	Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301 7701-2 and 301 7701-3? If 'Yes,' complete Schedule R, Part I	33		x
34	Was the organization related to any tax-exempt or taxable entity? If 'Yes,' complete Schedule R, Parts II, III, IV, and V, line 1	34		_x_
35	Is any related organization a controlled entity within the meaning of section 512(b)(13)?	35		x
а	Did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? If 'Yes,' complete Schedule R, Part V, line 2 Yes X No			
36	Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? If 'Yes,' complete Schedule R, Part V, line 2	36		<u> </u>
37	Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? If 'Yes,' complete Schedule R, Part VI	37		<u>x</u>
38	Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11 and 19? Note. All Form 990 filers are required to complete Schedule O	38	x	
BAA		Form	990 ((2010)

80-0554133 Form 990 (2010) New Conservative Coalition Part V Statements Regarding Other IRS Filings and Tax Compliance Check if Schedule O contains a response to any question in this Part V Yes No 1a Enter the number reported in Box 3 of Form 1096. Enter -0- if not applicable n 1 a 0 b Enter the number of Forms W-2G included in line 1a Enter -0- if not applicable c Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming 1 c (gambling) winnings to prize winners? 2a Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax State-O ments, filed for the calendar year ending with or within the year covered by this return b If at least one is reported on line 2a, did the organization file all required federal employment tax returns? 2b Note. If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions) 3a Did the organization have unrelated business gross income of \$1,000 or more during the year? 3 a х 3 b b If 'Yes' has it filed a Form 990-T for this year? If 'No,' provide an explanation in Schedule O 4a At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account) **4** a X **b** If 'Yes,' enter the name of the foreign country See instructions for filing requirements for Form TD F 90-22 1, Report of Foreign Bank and Financial Accounts 5a 5a Was the organization a party to a prohibited tax shelter transaction at any time during the tax year? х b Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction? 5 b Х 5с c If 'Yes,' to line 5a or 5b, did the organization file Form 8886-T? 6a Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization 6a solicit any contributions that were not tax deductible? X **b** If 'Yes,' did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible? 6b Х 7 Organizations that may receive deductible contributions under section 170(c). a Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor **7** a 7b b If 'Yes,' did the organization notify the donor of the value of the goods or services provided? c Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file 7 c Form 8282? 7 dl d If 'Yes,' indicate the number of Forms 8282 filed during the year e Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract? 7 e f Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract? 71 g If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 **7** g as required? h If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a 7h Form 1098-C? Sponsoring organizations maintaining donor advised funds and section 509(a)(3) supporting organizations. Did the supporting organization, or a donor advised fund maintained by a sponsoring organization, have excess business 8 holdings at any time during the year? 9 Sponsoring organizations maintaining donor advised funds. a Did the organization make any taxable distributions under section 4966? 9a 9b **b** Did the organization make a distribution to a donor, donor advisor, or related person? 10 Section 501(c)(7) organizations. Enter 10 a a Initiation fees and capital contributions included on Part VIII, line 12 b Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities 10 b 11 Section 501(c)(12) organizations. Enter 11 a a Gross income from members or shareholders b Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them) 11b 12a Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041? 12a b If 'Yes,' enter the amount of tax-exempt interest received or accrued during the year 12b 13 Section 501(c)(29) qualified nonprofit health insurance issuers. a is the organization licensed to issue qualified health plans in more than one state? 13 a Note. See the instructions for additional information the organization must report on Schedule O b Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans 13b

c Enter the amount of reserves on hand

14a Did the organization receive any payments for indoor tanning services during the tax year?

b If 'Yes,' has it filed a Form 720 to report these payments? If 'No,' provide an explanation in Schedule O

13 c

14 a

14b

X

Form 990 (2010) New Conservative Coalition 80-0554133 Page 6 Part VI Governance, Management and Disclosure For each 'Yes' response to lines 2 through 7b below, and for a 'No' response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions. \mathbf{x} Check if Schedule O contains a response to any question in this Part VI Section A. Governing Body and Management Yes No 1 a 1a Enter the number of voting members of the governing body at the end of the tax year 1 b 3 b Enter the number of voting members included in line 1a, above, who are independent Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other х officer, director, trustee or key employee? Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors or trustees, or key employees to a management company or other person? 3 X 4 Did the organization make any significant changes to its governing documents Х since the prior Form 990 was filed? Did the organization become aware during the year of a significant diversion of the organization's assets? 5 X 6 х Does the organization have members or stockholders? 7a Does the organization have members, stockholders, or other persons who may elect one or more members of the 7 a governing body? Х 7 b х b Are any decisions of the governing body subject to approval by members, stockholders, or other persons? Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following 8a X a The governing body? 8b X b Each committee with authority to act on behalf of the governing body? Is there any officer, director or trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If 'Yes,' provide the names and addresses in Schedule O 9 х Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.) No Yes 10 a 10 a Does the organization have local chapters, branches, or affiliates? X b If 'Yes,' does the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with those of the organization? 10b 11a Has the organization provided a copy of this Form 990 to all members of its governing body before filing the form? 11 a X b Describe in Schedule O the process, if any, used by the organization to review this Form 990. 12a Does the organization have a written conflict of interest policy? If 'No,' go to line 13 12 a х b Are officers, directors or trustees, and key employees required to disclose annually interests that could give rise 12b to conflicts? c Does the organization regularly and consistently monitor and enforce compliance with the policy? If 'Yes,' describe in Schedule O`how this is done 12 c 13 Does the organization have a written whistleblower policy? 13 X 14 Does the organization have a written document retention and destruction policy? 14 Х Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision? a The organization's CEO, Executive Director, or top management official 15 a Х b Other officers of key employees of the organization 15 b X If 'Yes' to line 15a or 15b, describe the process in Schedule O (See instructions) 16 a Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year? Х 16 a b If 'Yes,' has the organization adopted a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and taken steps to safeguard the organization's exempt status with respect to such arrangements? 16b Section C. Disclosure List the states with which a copy of this Form 990 is required to be filed Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (501(c)(3)s only) available for public inspection indicate how you make these available. Check all that apply Own website Another's website X Upon request Describe in Schedule O whether (and if so, how) the organization makes its governing documents, conflict of interest policy, and financial statements available to the public State the name, physical address, and telephone number of the person who possesses the books and records of the organization

BAA

4600 N. Fairfax Dr., Ste 802 Arlington VA 22203 (202) 537-9260

Form 990 (2010)	New	Conservative	Coalition

80-0554133

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Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

Check if Schedule O contains a response to any question in this Part VII

Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

- 1a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year
- List all of the organization's current officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation Enter -0- in columns (D), (E), and (F) if no compensation was paid
 - List all of the organization's current key employees, if any See instructions for definition of 'key employee'
- List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations
- List all of the organization's **former** officers, key employees, and **highest** compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations
- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations

List persons in the following order individual trustees or directors, institutional trustees, officers, key employees, highest compensated employees, and former such persons

X Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee										
(A) /	(B)			•	2)			(D)	(E)	(F)
Name and title	Average hours per week (describe hours for related organizations in Schedule O)	Po advicted takes	o anstitutional kustee		d Key employee	And employee) हे टिवस्मल	Reportable compensation from the organization (W 2/1099-MISC)	Reportable compensation from related organizations (W 2/1099-MISC)	Estimated amount of other compensation from the organization and related organizations
(1) Dennis Whitfield Director	1.00	v						0.	0.	0.
(2) David Keene Director								0.	0.	0.
(3) Kelley Rogers Director	1.00	х						0.	0.	0.
_(4)	-									
(5)										
_(6)										
	-									
_(8)	-									
<u>(9)</u>	-									
(10)										
(11)										
(12)	-									
<u>(13)</u>	-									
(14)										
(15)										
(16)	_									
(17)										

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Part VII Section A. Officers, Directors, Trust	tees, k	(ey	Em	ıplo	ye	es,	an	d Highest Con	npensated Emp	oloyees (cont)
(A)	(B)			(0	•			(D)	(E)	(F)
Name and title	Average hours					$\overline{}$	_	Reportable compensation from	Reportable compensation from	Estimated amount of other
	per week (describe hours for related organi zations in Sch O)	or dir	Institutional trustee	Officer	Key e	Highest co employee	Former	the organization (W 2/1099 MISC)	related organizations (W-2/1099 MISC)	compensation from the
	related	dual	t on	4	етрюуее	st co	eq	Í		organization and related
	zations	trust	함		yee	mpensa				organizations
	Sch O)	18	stee			nsated				
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40	-		-		_		ļ			
(19)										
(20)						_	 			
(21)										
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(22)								}		
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(24)										
							<u> </u>			
(25)										
(26)							 	_		
(27)										
(28)										
(20)	-	-								+
(29)	1									
1 b Sub-total	·	L						0.	0.	0.
c Total from continuation sheets to Part VII, Section A	١						>			
d Total (add lines 1b and 1c)							>	0.	0.	0.
2 Total number of individuals (including but not limited	to those	e list	ed a	abov	e) v	vho	rece	eived more than \$	1 0 0,000 in reportab	le compensation
from the organization										Yes No
3 Did the organization list any former officer, director of	or truste	e. ke	ev e	mole	vee	e. or	hia'	hest compensated	l emplovee	
on line 1a ⁹ If 'Yes,' complete Schedule J for such inc	dividual	0,	, .		,,	,, 0.	9			3 X
4 For any individual listed on line 1a, is the sum of rep	ortable	com	pens	satio	n a	nd c	the	compensation fro	om	
the organization and related organizations greater th such individual	an \$150	,0 0 0) / 11	res	s cc	mp	iete	Scheaule J for		4 X
5 Did any person listed on line 1a receive or accrue co	mpensa	tion	fron	n an	ıy uı	nrela	ated	organization or in	ndıvıdual	
for services rendered to the organization? If 'Yes,' consection B. Independent Contractors	mplete	Sch	edul	e J	for s	uch	per	son		5 X
1 Complete this table for your five highest compensate	d indep	ende	ent c	ontr	acto	rs t	hati	received more tha	n \$100,000 of	
compensation from the organization										
(A) Name and business addres:	S							(B) Description (of services	(C) Compensation
Infocision Mgmt. Corp 325 Springdale Dr Ak	ron			ОН	4	43	3.3	Fundraising		341,055.
2 Total number of independent contractors (including b	out not li	mite	d to	tho	se li	ster	ah _r	ove) who received	more than	
\$100,000 in compensation from the organization			0		۱۱ ص					

Pa	rt VIII Statement of Revenue			1	
-	· .	(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512, 513, or 514
CONTRIBUTIONS, GIFTS, GRANTS AND OTHER SIMILAR AMOUNTS	1a Federated campaigns 1 b Membership dues 1 c Fundraising events 1 c d Related organizations 1 e Government grants (contributions) 1 f All other contributions, gifts, grants, and similar amounts not included above 1 g Noncash contributions included in Ins 1a-1f. 1 h Total. Add lines 1a-1f	357,240.			
PROGRAM SERVICE REVENUE	Business Code 2 a b c d e f All other program service revenue g Total. Add lines 2a-2f		And the transmission of the second of the se		Agency Agency of the Control of the
i	3 Investment income (including dividends, interest and other similar amounts) 4 Income from investment of tax-exempt bond proceeds 5 Royalties (i) Real (ii) Personal 6a Gross Rents b Less. rental expenses c Rental income or (loss)				
	d Net rental income or (loss) 7 a Gross amount from sales of assets other than inventory b Less cost or other basis and sales expenses c Gain or (loss) d Net gain or (loss)				
OTHER REVENUE	8a Gross income from fundraising events (not including \$				
	c Net income or (loss) from gaming activities 10a Gross sales of inventory, less returns and allowances b Less cost of goods sold c Net income or (loss) from sales of inventory Miscellaneous Revenue Business Code 11a			***************************************	
	b	357,240.			

Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns

000000000000000000000000000000000000000	i, organizatione mae, compress an extension		
All other organizations must complete column (A) but are not required to complete columns	(B), (C),	and (D)

Do 1 6b, .	not include amounts reported on lines 7b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1	Grants and other assistance to governments and organizations in the U.S. See Part IV, line 21				
2	Grants and other assistance to individuals in the U.S. See Part IV, line 22				
3	Grants and other assistance to governments, organizations, and individuals outside the U.S. See Part IV, lines 15 and 16				
4 5	Benefits paid to or for members Compensation of current officers, directors, trustees, and key employees				
6	Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
7	Other salaries and wages				
8	Pension plan contributions (include section 401(k) and section 403(b) employer contributions)				
9	Other employee benefits				
10	Payroll taxes				
11	Fees for services (non-employees)				
a	Management				
t	Legal				
C	: Accounting				
c	Lobbying				
e	Professional fundraising services See Part IV, line 17	341,055.			341,055.
f	Investment management fees				
ç	Other				
12	Advertising and promotion				
13	Office expenses				
14	Information technology				
15	Royalties				
16	Occupancy				
17	Travel				
18	Payments of travel or entertainment expenses for any federal, state, or local public officials				
19	Conferences, conventions, and meetings				
20	Interest				
21	Payments to affiliates				
22	Depreciation, depletion, and amortization				
24	Insurance Other expenses Itemize expenses not covered above (List miscellaneous expenses in line 24f If line 24f amount exceeds 10% of line 25, column (A) amount, list line 24f expenses on Schedule O)				
ā		l .			
t)	l i			
C					
C					
e					
	All other expenses				911 25-
	Total functional expenses Add lines 1 through 24f	341,055.			341,055.
26	Joint costs. Check here ► ☐ If following SOP 98-2 (ASC 958-720) Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation				
ВАА					Form 990 (2010)

Part X **Balance Sheet** (A) Beginning of year (B) End of year 1 16,185. Cash - non-interest-bearing 2 2 Savings and temporary cash investments 3 3 Pledges and grants receivable, net 4 Accounts receivable, net Receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L 5 Receivables from other disqualified persons (as defined under section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary 6 organizations (see instructions) 7 Notes and loans receivable, net 8 Inventories for sale or use 9 Prepaid expenses and deferred charges 10 a Land, buildings, and equipment cost or other basis Complete Part VI of Schedule D 10 a 10 b 100 b Less accumulated depreciation 11 11 Investments - publicly traded securities 12 Investments - other securities See Part IV, line 11 12 13 13 Investments - program-related See Part IV, line 11 14 14 Intangible assets 15 15 Other assets See Part IV, line 11 16 Total assets Add lines 1 through 15 (must equal line 34) 0. 16 16,185. 17 Accounts payable and accrued expenses 17 18 18 Grants payable 19 Deferred revenue 19 20 20 Tax-exempt bond liabilities Escrow or custodial account liability Complete Part IV of Schedule D 21 21 Payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons. Complete Part II of Schedule L 22 23 Secured mortgages and notes payable to unrelated third parties 23 Unsecured notes and loans payable to unrelated third parties 24 24 25 Other liabilities Complete Part X of Schedule D 26 0. Total liabilities. Add lines 17 through 25 0. Organizations that follow SFAS 117, check here and complete lines 27 through 29 and lines 33 and 34. ASSETS 27 27 Unrestricted net assets 28 Temporarily restricted net assets Permanently restricted net assets 29 O R Organizations that do not follow SFAS 117, check here > X and complete FUND lines 30 through 34. 30 Capital stock or trust principal, or current funds 30 Paid-in or capital surplus, or land, building, or equipment fund 31 31 32 Retained earnings, endowment, accumulated income, or other funds 32 16,185. 33 0 33 Total net assets or fund balances 16,185. 34 Total liabilities and net assets/fund balances 0. 34 16,185.

BAA Form 990 (2010)

orm 990 (2010) New Conservative Coalition 80	-0554133		Pa	ge 12
Part XI Reconciliation of Net Assets				
Check if Schedule O contains a response to any question in this Part XI				
	1 - 1			
1 Total revenue (must equal Part VIII, column (A), line 12)	1			40.
2 Total expenses (must equal Part IX, column (A), line 25)	2			55.
3 Revenue less expenses Subtract line 2 from line 1	3	1	6,1	85.
4 Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4			
5 Other changes in net assets or fund balances (explain in Schedule O)	5			
6 Net assets or fund balances at end of year Combine lines 3, 4, and 5 (must equal Part X, line 33, column (B))	6	1	.6,1	85.
Part XII Financial Statements and Reporting				
Check if Schedule O contains a response to any question in this Part XII				
	-		Yes	No
1 Accounting method used to prepare the Form 990 X Cash Accrual Other				
If the organization changed its method of accounting from a prior year or checked 'Other,' explain in Schedule O	_			
2a Were the organization's financial statements compiled or reviewed by an independent accountant?	L	2a		_X_
b Were the organization's financial statements audited by an independent accountant?	L	2b		<u>x</u>
c If 'Yes' to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of th review, or compilation of its financial statements and selection of an independent accountant?	e audit,	2 c		
If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O				
d If 'Yes' to line 2a or 2b, check a box below to indicate whether the financial statements for the year were issue separate basis, consolidated basis, or both	d on a			
Separate basis Consolidated basis Both consolidated and separate basis	m			
3a As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the S Audit Act and OMB Circular A-133?	ıngle	3 a		х_
b if 'Yes,' did the organization undergo the required audit or audits? If the organization did not undergo the required audits, explain why in Schedule O and describe any steps taken to undergo such audits	ed audit	3 b		

Form 990 (2010)

BAA

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SCHEDULE C (Form 990 or 990-EZ)

Department of the Treasury Internal Revenue Service

Political Campaign and Lobbying Activities

For Organizations Exempt From Income Tax Under section 501(c) and section 527

Complete if the organization is described below.

► Attach to Form 990 or Form 990-EZ. ► See separate instructions.

OMB No 1545-0047 2010

Open to Public Inspection

If the organization answered 'Yes,' to Form 990, Part IV, line 3, or Form 990-EZ, Part V, line 46 (Political Campaign Activities), then

• Section 501(c)(3) organizations Complete Parts I-A and B Do not complete Part I-C

• Section 501(c) (other than section 501(c)(3)) organizations: Complete Parts I-A and C below Do not complete Part I-B

• Section 527 organizations Complete Part I-A only.

If the organization answered 'Yes,' to Form 990, Part IV, line 4, or Form 990-EZ, Part VI, line 47 (Lobbying Activities), then

If the organization answered 'Yes,' to Form 990, Part IV, line 5 (Proxy Tax) or Form 990-EZ, Part V, line 35a (Proxy Tax), then

- Section 501(c)(3) organizations that have filed Form 5768 (election under section 501(h)). Complete Part II-A. Do not complete Part II-B
- Section 501(c)(3) organizations that have NOT filed Form 5768 (election under section 501(h)). Complete Part II-B. Do not complete.

• 5	Section 501(c)(4), (5), or (6) or	rganizations: Complete Part III			
Name	ol organization			Employer identifica	ation number
	Conservative Coal			80-055413	
Par	t I-A Complete if the o	rganization is exempt under section	on 501(c) or is a s	section 527 organia	zation.
1	Provide a description of the o	organization's direct and indirect political ca	mpaign activities in P	art IV	
2	Political expenditures			▶ \$	0.
3	Volunteer hours				0
Par	t I-B Complete if the o	rganization is exempt under section	on 501(c)(3).		
1	Enter the amount of any exci	se tax incurred by the organization under se	ection 4955	▶ \$	
2	Enter the amount of any exci	se tax incurred by organization managers i	ınder section 4955	► \$	
3	If the organization incurred a	section 4955 tax, did it file Form 4720 for t	hıs year?		Yes No
4 a	Was a correction made?				Yes No
t	If 'Yes,' describe in Part IV				
Par	t I-C Complete if the o	rganization is exempt under section	on 501(c) , excep	t section 501(c)(3).	
1	Enter the amount directly exp	pended by the filing organization for section	527 exempt function	activities >\$	
2	Enter the amount of the filing function activities	organization's funds contributed to other o	rganizations for section	on 527 exempt ► \$	
3	Total exempt function expendine 17b	ditures Add lines 1 and 2 Enter here and o	n Form 1120-POL,	≻ \$	
4	Did the filing organization file	Form 1120-POL for this year?			Yes No
5	organization made payments	and employer identification number (EIN) o For each organization listed, enter the amons received that were promptly and directly action committee (PAC) If additional space	ount paid from the fili	ng organization's funds.	Also enter the
	(a) Name	(b) Address	(c) EIN	(d) Amount paid from filing organization's funds Il none, enter-0	(e) Amount of political contributions received and promptly and directly delivered to a separate political organization. If none, enter 0-
(1)					
(2)					
(3)					
(4)					
(5)					
(6)					

Schedule C (Form 990 or 990-EZ) 20	New Conser	vative Coalition		80-0554	1133 Page
	the organization		ection 501(c)(3) a	nd filed Form 5768 (el	ection under
		ongs to an affiliated group.			
B Check ► If the filing	ng organization che	cked box A and 'limited cor	ntrol' provisions apply		
(The term		ying Expenditures ans amounts paid or incur	red.)	(a) Filing organization's totals	(b) Affiliated group totals
1 a Total lobbying expenditu	ires to influence pu	blic opinion (grass roots lol	bbying) .		·
		egislative body (direct lobb	yıng)		
c Total lobbying expenditu	•	ind 1b)			
d Other exempt purpose e	•				
e Total exempt purpose e	xpenditures (add iir	nes Ic and Id)	•		
f Lobbying nontaxable am both columns	nount. Enter the am	ount from the following tab	le ın		
If the amount on line 1e, col	umn (a) or (b) ıs	The lobbying nontaxable a	amount is:		
Not over \$500,000		20% of the amount on line 1e			
Over \$500,000 but not over \$1,	·	\$100,000 plus 15% of the excess			
Over \$1,000,000 but not over \$		\$175,000 plus 10% of the excess			
Over \$1,500,000 but not over \$	517,000,000	\$225,000 plus 5% of the excess	over \$1,500,000		
Over \$17,000,000		\$1,000,000			
g Grassroots nontaxable a h Subtract line 1g from lin	· ·	•			<u>.</u>
i Subtract line 1f from line					·····
j If there is an amount oth	ner than zero on eit	her line 1h or line 1i, did th	e organization file Foi	m 4720 reporting	
section 4911 tax for this				1	Yes No
(Son	ne organizations th colum	4-Year Averaging Period at made a section 501(h) ens below. See the instruct	Under Section 501(h) lection do not have to ions for lines 2a throu	complete all of the five 19th 2f.)	
	Lob	bying Expenditures During	4-Year Averaging Pe	riod	
Calendar year (or fiscal year beginning in)	(a) 2007	(b) 2008	(c) 2009	(d) 2010	(e) Total
2a Lobbying non-taxable amount					
b Lobbying ceiling amount (150% of line 2a, column (e))					
c Total lobbying expenditures					
d Grassroots nontaxable amount					
e Grassroots ceiling amount (150% of line 2d, column (e))					
f Grassroots lobbying expenditures				Sala Lia O (T	- 000 000 573 001
BAA				Schedule C (Form	n 990 or 990-EZ) 201

Schedule C (Form 990 or 990-EZ) 2010 New Conservative Coalition 80-0554133

Part II-B | Complete if the organization is exempt under section 501(c)(3) and has NOT filed Form 5768 (election under section 501(h)).

	(2	a)	(b)
	Yes	No	Amount
During the year, did the filing organization attempt to influence foreign, national, state or local legislation, including any attempt to influence public opinion on a legislative matter or referendum, through the use of			,
a Volunteers?		~	
b Paid staff or management (include compensation in expenses reported on lines 1c through 1i)?			
c Media advertisements?	_		the manufacture on the second on the second
d Mailings to members, legislators, or the public?			
e Publications, or published or broadcast statements?			
f Grants to other organizations for lobbying purposes?			
g Direct contact with legislators, their staffs, government officials, or a legislative body?			
h Rallies, demonstrations, seminars, conventions, speeches, lectures, or any similar means?			
i Other activities? If 'Yes,' describe in Part IV			
j Total Add lines 1c through 1i		٠, ١	
2a Did the activities in line 1 cause the organization to be not described in section 501(c)(3)?			
b If 'Yes,' enter the amount of any tax incurred under section 4912			6 th 1964 h America 14 galler 2° A - America 1984 n 196
c If 'Yes,' enter the amount of any tax incurred by organization managers under section 4912			
d If the filing organization incurred a section 4912 tax, did it file Form 4720 for this year?	AN ANT T-	** ***	
Part III-A Complete if the organization is exempt under section 501(c)(4), section 501(section 501(c)(6).	(c)(5)	, or	
			Yes No
1 Were substantially all (90% or more) dues received nondeductible by members?			1
2 Did the organization make only in-house lobbying expenditures of \$2,000 or less?			2
3 Did the organization agree to carryover lobbying and political expenditures from the prior year?			3
Part III-B Complete if the organization is exempt under section 501(c)(4), section 501 section 501(c)(6) if BOTH Part III-A, lines 1 and 2 are answered 'No' OR if Pa is answered 'Yes.'	(c)(5) rt III- <i>i</i>	, or A, lin	e 3
1 Dues, assessments and similar amounts from members		1	
2 Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid).			
a Current year		2a	
b Carryover from last year		2b	
c Total		2 c	· · · · · · · · · · · · · · · · · · ·
3 Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues		3	
4. If the second of the second			
4 If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the excess does the organization agree to carryover to the reasonable estimate of nondeductible lobbying and political	al		
expenditure next year?		4	
5 Taxable amount of lobbying and political expenditures (see instructions)		5	
Part IV Supplemental Information			
Complete this part to provide the descriptions required for Part I-A, line 1, Part I-B, line 4, Part I-C, line 5, and Also, complete this part for any additional information			e 1ı
Pt I-A Line 1 Raised funds to advocate the election or defeat of	par	ticu	ılar
	<i></i>		-
candidates but did not expend any such funds to da	te.		
			
. 			-

Scriednie C (rorm 990 or 990-E2) 2010 New Conservative Coalition	80-0334133	Page 4
Part IV	Supplemental Information (continued)		
_			
			-
		. 	
- -		·	-
_ 			
		·	
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		·	
		· 	
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		. 	
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SCHEDULE G (Form 990 or 990-EZ)

Supplemental Information Regarding Fundraising or Gaming Activities

2010

OMB No 1545 0047

Department of the Treasury Internal Revenue Service

Complete if the organization answered'Yes' to Form 990, Part IV, lines 17, 18, or 19, or if the organization entered more than \$15,000 on Form 990-EZ, line 6a.

Attach to Form 990 or Form 990-EZ. See separate instructions.

Open to Public Inspection

Name of the organization Employer identification number							
New Conservative Coalition 80-0554133					. 33		
Part I Fundraising Activities. Complete if the organization answered 'Yes' to Form 990, Part IV, line 17 Form 990-EZ filers are not required to complete this part							
1 Indicate whether the organization r	aised funds thro	ough any o	of the follow	wing activities. Check al	I that apply		
a X Mail solicitations		-	е	Solicitation of non-g	government grants		
b Internet and email solicitations	;		f	Solicitation of gover	-		
c X Phone solicitations			g	Special fundraising	-		
d In-person solicitations			9	opecial folialassing	CVCIIII		
2a Did the organization have a writter employees listed in Form 990, Par	n or oral agreem t VII) or entity in	ent with a	ny individu on with pro	ıal (ıncluding officers, di ofessional fundraising se	rectors, trustees or k	ey X Yes No	
b If 'Yes,' list the ten highest paid incompensated at least \$5,000 by the	dividuals or entite organization	ties (fundr	aisers) pur	rsuant to agreements ur	nder which the fundra	iser is to be	
(i) Name and address of individual or entity (fundraiser)	(ii) Activity			(iv) Gross receipts from activity	(v) Amount paid to (or retained by) fundraiser listed in column (i)	(vi) Amount paid to	
		Yes	No				
		103					
1 Infocision Management Corp.	Solicitation		х	357,240.	341,055	16,185.	
2							
3							
4							
5		:					
6			,				
7							
8							
9							
10							
Total	'	•	>	357 240	241 055	16 105	
Total 357,240. 341,055. 16,185. 3 List all states in which the organization is registered or licensed to solicit contributions or has been notified it is exempt from registration							
or licensing							

80) - (n 5	54	1	3	3	
0	, - ,		JI	_	_	_	

Page 2

		reported more than \$15,000 of fu and 6a. List events with gross red	indraising event co	intributions and gro \$5,000.	ss income on Forn	n 990-EZ, lines 1
			(a) Event #1	(b) Event #2	(c) Other events	(d) Total events (add column (a) through column (c))
R E V			(event type)	(event type)	(total number)	through column (c)
KE>EZOE	1	Gross receipts				
Ē	2	Less Charitable contributions				
	3	Gross income (line 1 minus line 2)				
	4	Cash prizes				
D	5	Noncash prizes				
- 1	6	Rent/facility costs				
R E C T	7	Food and beverages				
E P	8	Entertainment				
EXPENSES	9	Other direct expenses				
Š	10	Direct expense summary Add lines 4- th	rough 9 in column (d)		•	
Da.		Net income summary Combine line 3, co Gaming. Complete if the organization		os' to Form 900 Pa	rt IV Juno 10 or re	ported more than
Га	, iii	\$15,000 on Form 990-EZ, line 6a	:			ported more triair
æ m> m3			(a) Bıngo	(b) Pull tabs/Instant bingo/progressive bingo	(c) Other gaming	(d) Total gaming (add column (a) through column (c))
BCZB	1	Gross revenue				
E	2	Cash prizes				
D-RECH	3	Non-cash prizes				
C S T E S	4	Rent/facility costs				
	5	Other direct expenses				
	6	Volunteer labor	Yes%	Yes%	Yes%	
	7	Direct expense summary Add lines 2 thro	ough 5 in column (d)		•	
	8	Net gaming income summary Combine li	nes 1, column (d) and l	ine 7	>	
а	ls th	er the state(s) in which the organization open ne organization licensed to operate gaming o,' explain	activities in each of the	ese states?		Yes No
		e any of the organization's gaming licenses es,' explain	·	=	-	Yes No
BAA		· · · · · · · · · · · · · · · · · · ·	TEEA3702 (01/13/11	Schedule G (Fo	rm 990 or 990-EZ) 2010

Šche	edule G (Form 990 or 990-EZ) 2010 New Conservative Coalition	80-0554	133	Page 3
	Does the organization operate gaming activities with nonmembers?		Yes	No
12	Is the organization a grantor, beneficiary or trustee of a trust or a member of a partnership or other entity for administer charitable gaming?	ormed to	Yes	No
13	Indicate the percentage of gaming activity operated in			
	a The organization's facility	13a		- %
ŀ	An outside facility	13b		%
14	Enter the name and address of the person who prepares the organization's gaming/special events books are	nd records		
	Name ►	- -		
	Address ►			
ł	a Does the organization have a contact with a third party from whom the organization receives gaming revenue of f 'Yes,' enter the amount of gaming revenue received by the organization ► \$ and of gaming revenue retained by the third party ► \$ to f 'Yes,' enter name and address of the third party		Yes	∏ No
	Name •			
	Address ►			
16	Gaming manager information			
	Name •	. -		
	Gaming manager compensation • \$			
	Description of services provided			
	☐ Director/officer ☐ Employee ☐ Independent contractor			
17	Mandatory distributions			
	a is the organization required under state law to make charitable distributions from the gaming proceeds to re state gaming license? b Enter the amount of distributions required under state law to be distributed to other exempt organizations of		Yes	No
D	organization's own exempt activities during the tax year > \$	urad by Da	rt I lino	2h
Pai	Supplemental Information. Complete this part to provide the explanations required columns (iii) and (v), and Part III, lines 9, 9b, 10b, 15b, 15c, 16, and 17b, as any this part to provide any additional information (see instructions).	oplicable. A	Also com	plete
				
	<u> </u>			
				
BAA	TEEA3703 01/13/11 Sched	lule G (Form	990 or 990	D-EZ) 2010

SCHEDULE O (Form 990 or 990-EZ)

Name of the organization

Supplemental Information to Form 990 or 990-EZ

OMB No 1545-0047

2010

Open to Public Inspection

Employer identification number

Department of the Treasury Internal Revenue Service Complete to provide information for responses to specific questions on Form 990 or 990-EZ or to provide any additional information.

► Attach to Form 990 or 990-EZ.

New Conservative Coalition	80-0554133
Pt VI-B, Line 11a Copy of Form 990 provided to all Directors price	r_to_filing
Pt VI-C, Line 18 Documents available upon request.	
Pt VI-C, Line 19 Governing documents available upon request. The	re is no conflict
of interest policy or separately prepared finan	cial statements.
·	
·	
	